

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains the related literature of the study. It presents the theoretical understanding as the references of this research in order to support this research. These theories are Sociolinguistics, Language variation, Language style, Motivation, and Stylistic.

2.1 Sociolinguistics

People use language based on their circumstances or environment. As a result, people are different in communication because they are involved in different situation. For instance, the way people speak with their friend in school yard is different when they speak with their teacher in classroom activity. It shows the relationship between whom people talk to. Based on this fact above, language can be studied in accordance with the relationship with society. This discipline of study is namely Sociolinguistic.

Sociolinguistic is a study in which it looks at how the way language is used by people in everyday life through language experience and a variety of life event. It discusses the connection between language and society and the way people use it in different social circumstance. Deckert & Vickers (2011) state that the study of sociolinguistic can be constructed by signal and particular aspect of identity through how the way language is used. It means that the term of sociolinguistic indicates how an individual language is used in his or her social life that refers to his or her identity.

Sociolinguistic regards to language in its social context in which it shapes the way people think towards language. For instance, people can think about who he or she is when his or her choice to use language in any given situation. Therefore, sociolinguistic presents the chance to look at how people create, or construct identities in any given situation.

This current research relates to the language style that is a part of Sociolinguistic. By means of the speaker, Eric Thomas, as the motivational speaker establishes language choice in relation to the audience to convey a message in the motivational video entitled *Wake Up Early & Make It Happen*. In short, this research can be look that ET's language style affect and was affected by the interaction with the audience in the ongoing interaction.

2.2 Language Variation

It is a fundamental fact that most of languages have a number of different varieties. One language can be different in its application towards different region. Harman (2013) explains that English language spoken by people who live in United State is different from English language which is spoken by people who live in the United Kingdom although they both speak English language. Moreover, language variation appears by means of groups of people move rapidly far enough away to extend their language. It can be in one another, socially, or geographically. In consequence, they have an opportunity to create different pronunciation of words, contribute different sets of new words, and even extend different sentence structure. Furthermore, as Wardhaugh (2006) states that the way people speak is different at each time, they create a wide variety of language

continuously in accordance with purposes. Accordingly, people are able to speak differently with others in such occasions. As stated above, it is clear that language is changeable in such different situation or occasions.

Azizah (2016) states that language variation exists because of several factors. The main factor is culture. It influences a form of language. As an example, Javanese language has level in communication based on the age. It has different dialect and vocabulary selection also. That is the one of rule in javanese culture. Hence, language variation can range from the most formal and standardized to the most informal and colloquial language.

According to Ulum & Slamet (2014), “language variety is a variation of using a language”. Language varieties are commonly referred to as dialects, accent, style, and so on. As an example, standard English differs grammatically and lexically from other varieties of English. It shows that the variety of language depends on social, and it is not depend on linguistic factors. In addition, Salzman (in Nurjannah 2014) claims that the language variety that people use not only depends on their regional and social dialect, but also it depends on the context. This language variety reffered to as style.

2.3 Language Style

People are at variance in the ways they talk. The ways people talk is called language style, and it is a part of language variety. As Pennebaker & King (2000) declares that when people talk about the same content of the message, they convey themselves verbally with their own individual style. It means that people are unique, they use language in stable and different manner.

Coupland (2009) states that style concerns to create a meaning in social encounter by means of how speakers apply the resource of language variation.. It means that when people speak to others in the first time they meet, they can identify them from how they speak rather than from what is actually they said. People are used to accustom their style in all occasion. Indeed, people usually use different way of communicating their ideas and opinion depending on where and with whom they are talking to. In other words, people communicate using their language in different style. As the result, language style becomes varied.

Meyerhoff (2006) said that language style can describe the personality, mindset, condition of human. Therefore, human's language differs pursuant to human condition. For instance, when someone stand in informal condition, the language will be different from formal condition. Therefore, language style can contains a meaning delivered by speaker in which it is relevant to an event or condition.

Talking about language style, it is important to know about kinds of language style. The difference kinds of language style appear when people perform in a speech, they use the difference kinds of language style related to the certain condition, topic being discussion, function and norm of social context. Each of kinds of language style can be indicated based on different characteristic of each other. Joos (1976) concludes that there are five kinds of language style varying on its scale of formality, from least formal to most formal. They are intimate, casual, consultative, formal, and frozen style. Each of them is explained as follows:

1. Intimate Style

Intimate style is the most informal or casual style which is used by family members, couples or lovers, and intimate friends. This style is characterized by the use of private code, non-verbal communication, non-standard forms, words signalling intimate relation, and the use of rapid and slurred pronunciation.

2. Casual Style

Casual style is a language style which is usually used in casual situation, in formal or relaxed situation. This language is applied by those who have an equal level such as age, sex, education, social status, ethnic, and some other factors. Casual style can also be indicated by the appearance of the informal words such as colloquial, slang, the use of nickname, the use of rapid and slurred pronunciation, and etc.

3. Consultative Style

Consultative style is the most neutral of the styles (Penalosa in Zulaekho, 2011). It is a style that is used in semi-formal communication situation. The speaker uses consultative style when he or she requires the audience to understand what the speaker meant. Thus, this style is used in some group discussion, regular conversation at school, companies, trade speech conversation, etc.

4. Formal Style

Formal style is used in formal situation, for instance official meeting or speeches. This style requires low tempo and clear pronunciation to be easily understood by audience or hearer. Besides, another characteristic is that this style does not involve repetition, the use of synonyms and contraction. Then, this style

also uses full name in addressing someone and uses word-markers like Should and May.

5. Frozen Style

Frozen style can be called oratorical style, it is the most formal style. This kind of language style appears in very formal condition, such as: palace, speech of state ceremony, and court ritual. As a result, speaker use frozen style to deliver a message elegantly in very glorious moments. Long sentences and good grammatical and vocabulary are used in this style. Besides, the pattern is set up firmly and it cannot be changed. This style requires specialist like professional orator who has high skill in speech.

2.4 Motivation

Motivation refers to willingness in mind that encourages behaviour. In accordance with suggestion of research, motivation can cause both positive and negative effect in which it yields from manipulation through certain instructional practices (Lai, 2011). It shows that motivation depends on the type of context in which it is given to subject.

Generally, motivation is divided into two categories. They are intrinsic motivation and extrinsic motivation. Intrinsic motivation is derived from inherent satisfaction which encourages to do a task or activity (Ryan & Deci in Matei & Madela, 2015). On the other hand, extrinsic motivation is gained from reinforcement instruction (Lai, 2011).

In this current research, the investigated motivation is extrinsic motivation which is from motivational video by Eric Thomas. The speech was delivered by ET with his style of speak. Therefore, this transcribed video of motivational video entitled *Wake Up Early & Make It Happen* contains the language style of ET to convince the listener.

2.5 Stylistic Study

Stylistic refers to language styling which has been mixed with language elements, especially language style. It gives a way to analyze a literary text by the theory and formal analysis. Therefore, stylistic is interrelated to the field of language study which is a part of applied linguistics. Teeuw (as quoted by Aflahah, 2017) states that stylistic is applied for a typical language, and it deviates from the daily language or language (normal or formal language) as the characteristic of the literary school, poet, and etc.

Based on the states above, stylistic is a study of the speaker or author in using language with the messages they want to convey. It is also an interpretation related to language use and language style in literary works. In hence, understanding the stylistic study is significant to conduct a research about language style used by ET in the motivational video *Wake Up Early & Make It Happen*.